apptap™

formerly Mplayit

Powering search and social discovery for mobile apps

What We Do

App Tap's mobile application search and social discovery engine helps web publishers, carriers, and app developers engage users, maximize mindshare, and boost revenue in a rapidly evolving mobile industry.

Our platform powers web-based app discovery for our partners. It gives their users an easy and social way to find and share apps.

We provide advertising programs to app developers, helping them market directly to a large and targeted audience of app consumers.

Distribution Model

App Tap powers app discovery for the web, deploying our app search and social recommendations platform inside the web sites of our distribution partners, including web publishers and mobile operators.

The Market

The "App Economy" is projected to be a $16B business by 2013 – fueled by 500k new smartphone activations a day and surging app downloads, expected to total 21.6B by 2013.

This growth has led to a flood of 400k apps. Consumers are overwhelmed and app developers are frustrated trying to get their apps noticed.

Media companies and established mobile players are struggling to address these critical needs, stay relevant and harness this massive adoption of apps.

Competition

Competition comes from mobile operator vendors such as Motricity, direct to consumer portals like Handango and GetJar, and app discovery portals like AppStoreHQ.

Our differentiators include our deep social features, cross platform offerings (Android, iPhone), and our growing network of global carrier and website partners.

For Web Publishers

Online publishers, from blogs to large content sites, use our app discovery platform to harness rising interest in apps – increasing traffic, user engagement, and revenue.

For App Developers

App developers use our pay-for-performance marketing channel to get their apps noticed across our network of distribution partners, boosting downloads and revenue.

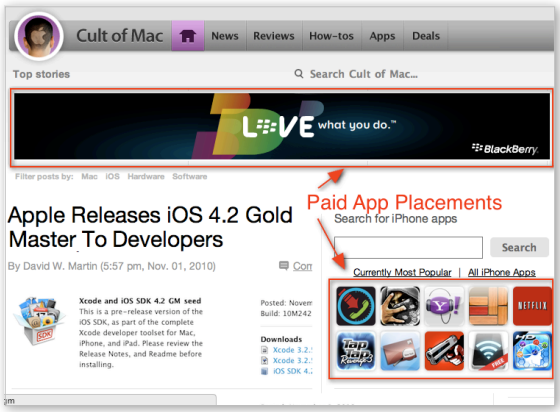
For Mobile Operators

We help carriers like Sprint stay relevant to their users in the age of app stores and social networks, improving adoption and retention.

Revenue Model

App Tap sells sponsored search results to app developers across our network of partner sites, and we receive a revenue share from app sales we facilitate.

Brand advertisers pay for placement across our network of partner sites, reaching a highly targeted audience of mobile consumers.



Management Team

Matt Callaway, CEO
former executive at EA and Winamp
Michael Powers, Founder and CTO
award-winning app developer

Funding

Raising: $500K-$1M
Seed Financing: September 2009
$1.5MM from New Atlantic Ventures
Auditor: Argy Wiltse Robinson
Legal: Cooley Godward Kronish

Financials

$60k monthly burn, break-even in 12 months

(monthly, $ thousands)	Now	Month 12	Month 24
Revenue	$0	$175	$857
Expenses	$60	$162	$583
Net	($60)	$13	$274

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